AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1.   (Currently Amended) A method of completing a plurality of transactions on a computer network involving at least one customer computer directly operated by a customer and a plurality of merchant computers, said method comprising the following steps:

transmitting an offer from a first merchant computer to a customer computer;

transmitting information inputted by a the customer from the customer computer to the first merchant computer in response to the offer;

utilizing the information inputted by a the customer to process the offer, wherein said information inputted by a the customer contains a payment method and customer identification data required by said first merchant computer to process said offer;

transmitting a second offer from a second merchant computer to said customer computer; and

transmitting said information inputted by a the customer from said first merchant computer to said second merchant computer, provided said customer computer accepts said second offer

processing said information inputted by the customer by said second merchant computer;

causing a merchandise to be delivered to the customer associated with said information inputted by the customer; and

automatically debiting a customer account for a purchase corresponding to said information inputted by the customer after said merchandise has been delivered, provided said customer does not cancel future delivery of said merchandise.

2.   (Currently Amended) The method ~~from~~ of claim 1 wherein said step of transmitting an offer is further comprised of the following steps:

sending an offer from said second merchant computer to said first merchant computer; and

presenting said offer by said first merchant computer to said customer computer.

3.   (Canceled)

4.   (Currently Amended) The method ~~from~~ of claim 1 wherein said step of transmitting an offer is further comprised of the following steps:

sending an offer from said second merchant computer to said first merchant computer;

storing said offer on said first merchant computer; and

presenting said offer by said first merchant computer to said customer computer.

5.   (Currently Amended) The method of claim 1 [[3]], wherein said merchandise is a predetermined number of issues of a periodical.

6.   (Canceled)

7.   (Currently Amended) A method of completing a plurality of transactions on a computer network involving at least one customer computer directly operated by a

customer and a plurality of merchant computers, said method comprising the following steps:

transmitting an offer from a first merchant computer to a customer computer;

transmitting information inputted by ~~a~~ the customer from the customer computer to the first merchant computer in response to the offer;

utilizing the information inputted by ~~a~~ the customer to process the offer, wherein said information inputted by ~~a~~ the customer contains a payment method and customer identification data required by said first merchant computer to process said offer;

transmitting a second offer from at least a second merchant computer to said customer computer; ~~and~~

transmitting said information inputted by ~~a~~ the customer from said first merchant computer to said at least second merchant computer, provided said customer computer accepts said second offer;

processing said information inputted by the customer by at least said second merchant computer;

causing a merchandise to be delivered to the customer associated with said information inputted by the customer; and

automatically debiting a customer account for a purchase corresponding to said information inputted by the customer after said merchandise has been delivered, provided said customer does not cancel future delivery of said merchandise.

8.   (Original) The method from claim 7 wherein said step of transmitting an offer is further comprised of the following steps:

sending an offer from said at least second merchant computer to said first merchant computer; and

presenting said offer by said first merchant computer to said customer computer.

9.   (Original) The method from claim 7 wherein said step of transmitting an offer is further comprised of the following steps:

sending an offer from said at least second merchant computer to said first merchant computer;

storing said offer on said first merchant computer; and

presenting said offer by said first merchant computer to said customer computer.

10. – 31. (Canceled)